

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

ITI Trailers and Truck Bodies, Inc.

Catalyst Connection

ITI Trailers and Truck Bodies, Inc. Launches New Website

Client Profile:

ITI Trailers and Truck Bodies, Inc., founded in 1990, designs and manufactures oil field trailers and truck bodies, and over the road trailers and truck bodies. ITI employs 44 people at its facility in Meyersdale, Pennsylvania.

Situation:

ITI wanted a new web site that would be used as a key marketing and sales tool to identify prospects and generate new sales leads. The old site received about 200 visits per month with very little lead generation activity. ITI contacted Catalyst Connection, a NIST MEP network affiliate, for assistance.

Solution:

Catalyst Connection strategy consultant, Neal Rabogliatti, designed a new website for ITI that is search engine optimized and filled with key words to bring the site to the first page of internet searches. Rabogliatti also created and posted a YouTube video about municipal trucks and snow plows that ITI sells. As a result of Catalyst Connection's assistance, ITI's website is appearing in searches in more than 800 key words, up from 12 on the old site. To purchase this type of placement from a search company like Google, would cost approximately \$1,000 per keyword. A search for the key word, municipal trucks, shows three ITI results on page 1: the ITI website and two versions of the YouTube video, one version in English and one in Spanish. In the year since the new website was launched, 465 visitors clicked on the contacts page and 58 completed the Request For Quote form. This is a significant lead generator in the specialized field of industrial trucks and trailers.

Results:

- * Increased website activity from 200 visitors to 465 visitors.
- * Avoided \$1,000 in unnecessary investments.
- * Achieved a significant lead in the field of industrial trucks and trailers.

Testimonial:

"We are in discussions to sell a municipal truck to a small town in Mexico. We know that interest from this potential new customer started from a visit to our website. The site has proven to be valuable sales tool for us."

Lenny Lottig, President